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Sales Survey of the Soft Drink Industry

1986

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FOREWORD

1986 was a year of accelerated merger and acquisition activity for the soft drink industry. Widespread industry consolidation complicated the retrieval of data. More follow-up was necessary than usual, not only to verify responses, but even to locate data after buy-outs and subsequent plant or department closings.

The sampling of industry data used to construct the survey reflects approximately fifty percent of volume produced by bottlers. It is believed that the NSDA survey has greater coverage than any other published sales survey and should provide the user with the most accurate sales-based profile of the industry available. The continued participation by the bottlers in our survey is greatly appreciated.

This year's NSDA Sales Survey contains a revision of the previously reported data going back to 1975. Upon review of information revealed by public disclosure of acquisition activity and data published by the U.S. Bureau of the Census on container production, it was clear that an adjustment to the previously published NSDA total volume sales figures was necessary.

This readjustment is effected. A new baseline has been established for 1986 which is ten percent lower than the figures previously published. Given this adjustment, the figures on volume, wholesale sales dollars and per capitas were recalculated back through 1975 taking into account both absolute value and annual percentage changes. Annual percentage changes retained the same proportions. Comparable changes reflected in U.S. Government data published in the Producers' Price Index were also taken into consideration during the adjustment of wholesale dollar figures.

Per capita consumption is calculated based on the mid-year resident population figure reported by the Census Bureau. On recalculating the per capitas in accordance with the newly adjusted annual total volume figures, it was discovered that, during earlier surveys, final year population figures were used rather than the mid-year figures used at present. Each year's per capita figures were adjusted to reflect both the change in volume and the correct mid-year population figures.

New this year, in addition to the revised time series on volume, wholesale sales dollars and per capita consumption, are data on physical (raw) cases and regional package data on both a unit and volume basis.

The national summary represents an estimate of the total industry's size and growth. Total industry includes bottler sales and sales made principally to the fountain trade by the flavor houses through independent distributors or distributors owned by the fast food chains.

1986 NATIONAL SUMMARY

Continuing its upward trend, 1986 was a good year for the soft drink industry.[1] The analyzed results of the 1986 NSDA survey indicate that packaged sales increased by 4.96%. Bulk (fountain) sales increased by 6.34%. As a result, industry sales overall were up 5.26%. Total sales were 4,581,854,000 cases of standardized units (288 oz.). 17% of total industry growth was due to population growth, whereas 83% was due to per capita growth.

As explained in the Foreward, this year's NSDA Sales Survey contains a revision of the previously reported data on total volume, total dollar sales and per capita consumption going back to 1975. A new baseline has been established for 1985 which is ten percent lower than the figure previously published. Given this adjustment, the figures on volume, wholesale sales dollars and per capitas were recalculated back through 1975 taking into account both absolute value and annual percentage changes. Annual percentage changes retained the same proportions. In addition, due to a previous upward bias in the reporting of bulk volume, the ratio of total packaged to bulk volume was adjusted in this year's survey. The relationship between packaged and bulk reported in previous surveys will also be affected by this adjustment.

Total wholesale dollar value increased by 6.70% during 1986 led by an increase of 8.84% in bulk sales followed by a 6.53% increase in packaged goods. The estimated wholesale value of soft drink industry sales, measured net of price-off and volume discounts, was $21,333,499,000. Per capita consumption advanced to 456.5 12 oz. units from 437.6 units in 1985, an increase of 4.32%.

The measured value for 1986 was 16.77 oz. The number of containers filled decreased slightly (0.29%) from last year. It is estimated that the industry filled 61.6 billion individual units in 1986. Of these, 9.5 billion represented fillings of refillable glass containers, 8.4 billion non-refillable glass containers were filled, 5.4 billion plastic units were filled, 38.2 billion can units were filled, and 0.1 billion aseptic units were filled.[2]

Employment in the soft drink industry fell by 2.30% in 1986. Productivity rose significantly. The volume of soft drinks sold per bottler employee increased 7.42% in 1986. Concurrently, sales dollars per employee grew at a 9.08% rate. It is estimated from data in the NSDA survey that the wholesale price for soft drinks increased by 1.48% for packaged and 2.36% for bulk.

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[1]The national summary represents an estimate of the total industry's size and growth. Total industry includes bottler sales and sales made principally to the fountain trade by the flavor houses through independent distributors or distributors owned by the fast food chains.

[2]There could be a considerable sampling error in the aseptic figure. This is because the sampled volume was very small and, always in such cases, the extrapolation to the sample population is less reliable than when the sample statistic is larger.

According to the NSDA survey, the average wholesale price for a gallon of packaged soft drinks was $2.40 ($5.41 per 288-oz. case), while it was $.86 for a gallon of bulk measured on a finished drink basis.[3] On a total industry basis, an average gallon of soft drinks (whether packaged or bulk) was sold wholesale for $2.07. For bottlers, the 1986 figure for sales gallons per employee was 61,999. The average number of 288-oz. standard cases per employee was 27,555. For sales dollar per employee, the bottler average was $133,662.

[3]Converting bulk in finished drink gallons back to syrup at a ratio of 5 parts carbonated water to 1 part syrup yields a figure of $5.16 for the average bottler wholesale price of a gallon of post-mix syrup.

NATIONAL DATA AND ANALYSES

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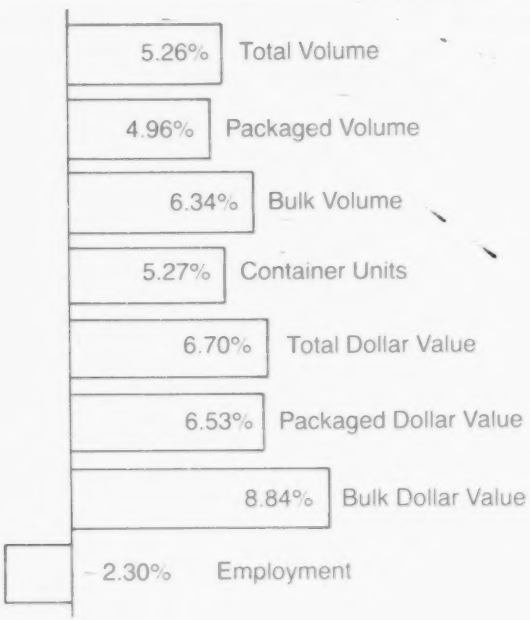
A. Summary Data

A.1 TOTAL SALES



A.2 UNIT SALES

Container Units Per Dollar of Packaged Sales	3.17

	1986	% Change
Container Units Per Gallon	7.63	.29%
Container Units Per 288 oz. case	17.17	.29%
Average Container Size (oz.)	16.77	.29%

A.3 PER CAPITA CONSUMPTION

	1986	% Change
Twelve Ounce Units	456.5	4.32%

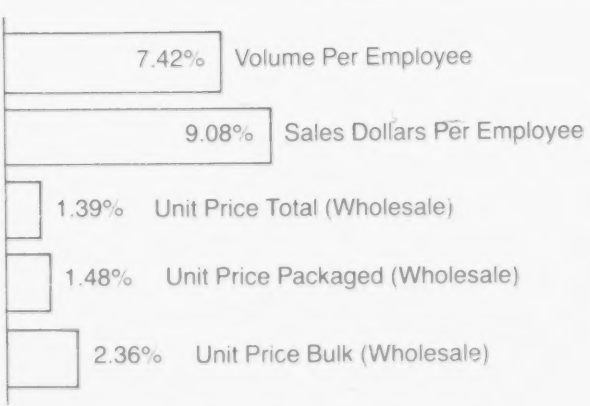
TOTAL SALES

In 1986 total volume (bulk and packaged) grew at a 5.26% rate, with packaged at 4.96% and bulk at 6.34%. The comparable 1985 figures were: total, 4.80%; packaged, 4.66%; and bulk, 5.22%. The number of containers filled in 1986 rose by 5.27%. Total sales of 4,581,854,000 standard cases (288 oz.) represented a wholesale value estimated at $21.3 billion ($21,333,499,000). Total wholesale dollars are based on net sales, i.e., less volume discounts and price-off. On a comparable basis, 1985 wholesale dollars were $19.9 billion ($19,990,816,000).[1] Thus, total dollar value rose by 6.70% in 1986. Per capita consumption advanced to 456.5 12-oz. units. For each wholesale dollar of soft drink sales, 3.17 containers were sold to the public.

Turning to productivity, volume sales per bottler employee including all plant, route, warehouse and office personnel averaged 61,999 gallons (27,555 standard 288-oz. cases). This was an increase of 7.42% over 1985. In 1986 sales dollars, net of price-off and volume discounts, averaged $133,662 per employee. This was an increase of 9.08% over the prior year.[2]

[1]As explained previously, adjustment has been made to the 1985 wholesale dollar figure published last year reflecting the increased reliability of the data obtained on the 1986 survey. See note on the Summary of Sales since 1849 estimates that appears at the end of this report.
[2]This adjustment also affects the prior published output per employee figures.

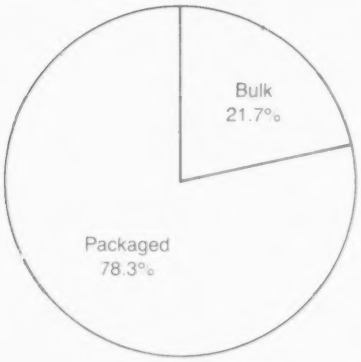
A.4 PRODUCTIVITY (Sales Basis)



B. Market Share By Packaging Type

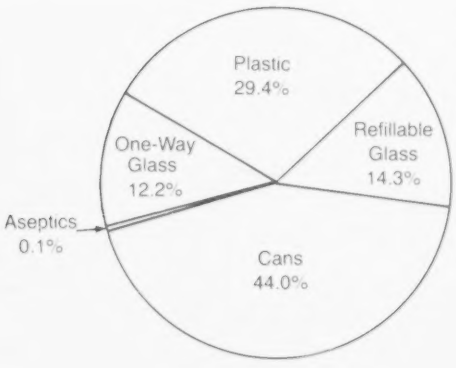
B.1 PACKAGING (Volume Basis)

MARKET SHARES



B.2 BULK (Volume Basis)

B.3 PACKAGED (Volume Basis)



MARKET SHARES (Volume Basis)

As used in this report, the term bulk packaging refers to the sale of pre-mix or syrup for use with dispensers or coin operated vending machines. For 1986, bulk sales accounted for 21.7% of the total national soft drink market with packaged sales holding 78.3%. As reported in Section A, packaged volume grew 4.96% from 1985 while bulk grew 6.34%.

Bottler post-mix accounted for 90.4% and pre-mix accounted for 9.6% of the bulk sales. Pre-mix continued its downswing trend by dropping 0.2%, although this percentage drop occurred at a much smaller rate than in past years.

Turning to sales by package type, the market share for refillable glass was 14.3%; one-way glass, 12.2%; plastics, 29.4%; cans, 44.0%; and aseptics, 0.1%. These percentages refer to soft drink volume and not the number of units of a particular type of container. That is, out of 100 gallons of soft drinks 14.3 gallons were packaged in refillable glass, etc. New this year is a representation of market shares in physical cases in Table B.4.

Plastic and cans continued their steady climb in market share during 1986. The respective percentage changes in market share were: refillable glass, -12.3%; one-way glass, -14.7%; plastics, 9.7%; and cans, 3.5%. All of the above, and Tables B.1 through B.9 that follow, are on a volume of soft drinks sold basis, not, as mentioned, on the number of containers basis. Container unit data follows in Tables B.10 through B.14.

B.4 PHYSICAL CASES[1]

	million cases
Refillable Glass	402.1
NR Glass	354.7
Plastic	654.7
Cans	1,578.1
	2,989.6

	million cases
Cases of 24 units	2,346.5
Cases of 12 units	63.7
Cases of 8 units	267.8
Cases of 6 units	311.6
	2,989.6[2]

[1]Sometimes referred to as raw or hard cases.
[2]Multi-packs that are not divisible into 24 units were not surveyed as a separate category in 1986. They are subsumed in the above case count.

B.5 SOFT DRINK SALES: REFILLABLE GLASS (Volume Basis)

6-12 oz.	6.9%
16 oz./½ liter	88.0%
24-32 oz./1 liter	5.1%
	100.0%

B.6 SOFT DRINK SALES: ONE-WAY GLASS (Volume Basis)

6-12 oz.	12.5%
16 oz./½ liter	84.4%
24-32 oz./1 liter	3.1%
	100.0%

B.7 SOFT DRINK SALES: PLASTIC CONTAINERS (Volume Basis)

½ liter	5.7%
1 liter	4.3%
2 liter	83.2%
3 liter and larger	6.8%
	100.0%

B.8 SOFT DRINK SALES: CANS (Volume Basis)

Aluminum	87.4%
Bi-metal	12.6%
	100.0%

B.9 SOFT DRINK SALES: BOTTLER POST-MIX BULK (Volume Basis)

Tanks (1 and 5 gallons)	73.3%
Bag in Box	23.5%
Other	3.2%
	100.0%

B.10 SOFT DRINK SALES: PACKAGED (Unit Basis)

Refillable Glass	15.4%
One-Way Glass	13.7%
Plastics	8.8%
Cans	62.0%
Aseptics	0.1%
	100.0%

B.11 SOFT DRINK SALES: REFILLABLE GLASS (Unit Basis)

6-12 oz.	11.3%
16 oz./½ liter	86.1%
24-32 oz./1 liter	2.6%
	100.0%

B.12 SOFT DRINK SALES: ONE-WAY GLASS (Unit Basis)

6-12 oz.	20.0%
16 oz./½ liter	78.5%
24-32 oz./1 liter	1.5%
	100.0%

[1]One half liter, one liter and 3 liter plastic are the packaging categories most susceptible to sampling error, particularly the one half liter whose use is concentrated in only a few market areas.

MARKET SHARES (Unit Basis)

Tables B.10 through B.14 show the sales of soft drinks on a container unit basis. Note that on a unit basis, the can is by far the predominant soft drink container enjoying a 62.0% share of the market. This is followed by glass, plastics and aseptics.

B.13 SOFT DRINK SALES: PLASTIC CONTAINERS (Unit Basis)[1]

½ liter	19.3%
1 liter	7.3%
2 liter	69.7%
3 liter and larger	3.7%
	100.0%

B.14 SOFT DRINK SALES: CANS (Unit Basis)

Aluminum	87.4%
Bi-Metal	12.6%
	100.0%

C. Changes In Soft Drink Sales By Packaging Type

C.1 BULK SALES (Volume Basis)[1]

Pre-Mix	3.1%
Post-Mix	5.1%

C.2 PACKAGED SALES (Volume Basis)

Refillable Glass	– 7.9%
One-Way Glass	– 10.5%
Plastic	15.1%
Cans	8.7%
Aseptics	5.0%

C.3 REFILLABLE GLASS (Volume Basis)

6-12 oz.	– 35.1%
16 oz./½ liter	– 6.5%
24-32 oz./1 liter	– 51.1%

C.4 ONE-WAY GLASS SALES (Volume Basis)

6-12 oz.	– 25.4%
16 oz./½ liter	– 12.6%
24-32 oz./1 liter	– 52.4%

TOTAL SALES (Volume Basis)

Bulk sales were up 6.34% in 1986, with a 5.1% increase in the volume of post-mix[1] sold by bottlers followed by a 3.1% increase in pre-mix[1] sales.

The advance of packaged sales in volume terms remained relatively constant, up 4.96% from 4.66% in 1985. Plastic increased at 15.1% as did can sales, by 8.7%.

Both refillable and one-way glass continued to decline in 1986, by 7.9% and 10.5% respectively. For the first year in many, bottlers witnessed a decline in glass in all package sizes.

[1]Volume change here refers strictly to bulk sales made by bottlers and does not include sales made to the fountain trade by the flavor houses through independent distributors.

C.5 PLASTIC SALES (Volume Basis)

½ liter	67.3%
1 liter	39.1%
2 liter	19.3%
3 liter and larger	– 34.6%

C.6 CANS (Volume Basis)

Aluminum	7.4%
Bi-Metal	18.8%

C.7 PACKAGED SALES (Unit Basis)

Refillable Glass	– 6.2%
One-Way Glass	– 9.0%
Plastics	22.9%
Cans	8.7%
Aseptics	– 29.9%

C.8 REFILLABLE GLASS (Unit Basis)

6-12 oz.	– 36.4%
16 oz./½ liter	– 4.3%
24-32 oz./1 liter	– 50.9%

C.9 ONE-WAY GLASS (Unit Basis)

6-12 oz.	– 20.6%
16 oz./½ liter	– 12.6%
24-32 oz./1 liter	– 49.2%

TOTAL SALES (Unit Basis)

Figure C.7 shows the change in packaging used by the soft drink industry on a unit basis. Plastics led the pack with a dramatic 22.9% increase. Cans grew by 8.7% on a unit basis. Once again, both refillable and one-way glass declined in all categories.

C.10 PLASTICS (Unit Basis)

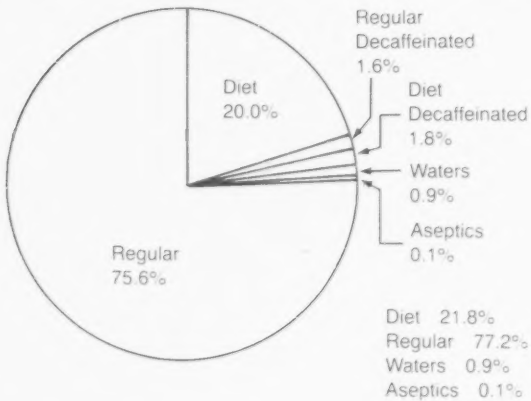
½ liter	67.3%
1 liter	39.1%
2 liter	19.3%
3 liter and large	– 34.6%

C.11 CANS (Unit Basis)

Aluminum	7.4%
Bi-Metal	18.8%

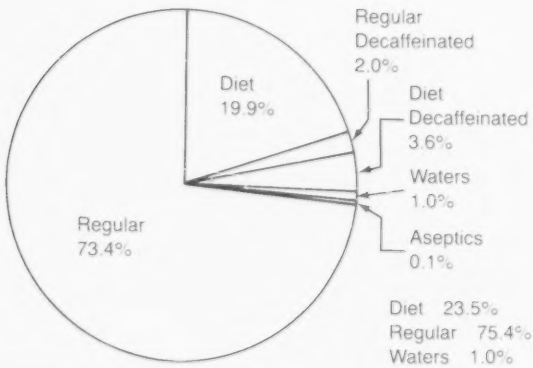
D. Market Shares By Beverage Type And Flavor

D.1 PACKAGED & BULK



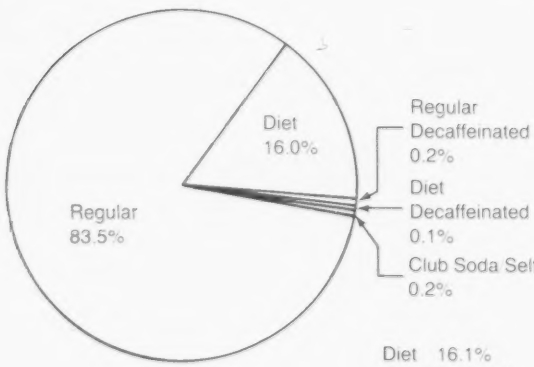
Diet 21.8%
Regular 77.2%
Waters 0.9%
Aseptics 0.1%

D.2 PACKAGED



Diet 23.5%
Regular 75.4%
Waters 1.0%
Aseptics 0.1%

D.3 BULK



Diet 16.1%
Regular 83.7%
Club Soda
Seltzer 0.2%

FLAVOR MIX

Flavors are divided into four basic categories: regular, diet, waters (i.e., club soda seltzers), and aseptics. Aseptics, sometimes referred to as "box drinks," are used to package juices or other non-carbonated drinks, and make up a nominal percentage of bottler sales. Their individual flavors are not distinguished here, but to account for total bottler sales, we include aseptics as a percentage of total volume.

Club Soda Seltzer represents 52.4% of packaged waters, followed by Sparkling, Unflavored waters at 26.6% and Sparkling, Essence or Flavored at 21.0%. Bulk sales in this category were 100% Club Soda Seltzer. The decaffeinated markets of both the regular and diet classifications are presented as distinct categories.

In analyzing the data presented in Tables D.5 through D.14, the reader is cautioned to note that 100% covers only the types of drinks mentioned in the particular table. Tables D.5 through D.12 do not include aseptics or, unless stated, the waters category.

CAFFEINE FREE

The total caffeine free market for soft drinks was 16.2% of 1986 packaged volume and 12.3% of bulk volume.

D.4 FLAVOR

	Packaged	Bulk	Total
Cola	68.9	74.5	70.0
Lemon Lime	10.6	11.8	10.9
Other	19.4	13.5	18.1
Waters	1.0	0.2	0.9
Aseptic	0.1	—	0.1
	100.0%	100.0%	100.0%

D.5 BEVERAGE TYPE

	Packaged	Bulk	Total
Regular	75.5	83.7	77.2
Diet	23.5	16.1	21.9
Waters	1.0	0.2	0.9
	100.0%	100.0%	100.0%

D.6 REGULAR

	Packaged	Bulk	Total
Cola	67.6	70.3	68.2
Lemon Lime	11.0	13.8	11.7
Other	21.4	15.9	20.1
	100.0%	100.0%	100.0%

D.7 DIET

	Packaged	Bulk	Total
Cola	76.3	97.3	79.6
Lemon Lime	9.8	1.6	8.5
Other	13.9	1.1	11.9
	100.0%	100.0%	100.0%

D.8 CHANGE IN FLAVOR MIX (%): Volume

	Packaged	Bulk	Total
Regular	3.8	3.3	3.7
Cola	5.6	14.4	7.6
Lemon Lime	1.5	12.2	4.3
Other	– 0.5	– 31.0	– 8.1
Diet	6.9	26.7	9.7
Cola	10.1	29.6	13.4
Lemon Lime	– 13.2	– 45.3	– 14.7
Other	7.5	24.5	7.8

D.9 COLA

	Packaged	Bulk	Total
Regular	74.0	79.9	75.1
Diet	26.0	20.1	24.9
	100.0%	100.0%	100.0%

D.10 LEMON LIME

	Packaged	Bulk	Total
Regular	78.3	97.8	83.0
Diet	21.7	2.2	17.0
	100.0%	100.0%	100.0%

D.11 REGULAR COLA

	Packaged	Bulk	Total
Regular	96.2	99.6	97.0
Decaffeinated	3.8	0.4	3.0
	100.0%	100.0%	100.0%

D.12 DIET COLA

	Packaged	Bulk	Total
Regular	80.6	99.4	84.2
Decaffeinated	19.4	0.6	15.8
	100.0%	100.0%	100.0%

D.13 OTHER FLAVORS

	Packaged	Bulk	Total
Regular	78.2	97.0	81.2
Regular Decaf.	0.3	0.3	0.3
Diet	15.5	1.3	13.2
Diet Decaf.	0.5	0.0	0.4
Waters	5.0	1.4	4.5
Aseptics	0.5	N/A	0.4
	100.0%	100.0%	100.0%

D.14 FLAVOR SUMMARY OF THE PACKAGED SOFT DRINK MARKET IN PERCENT

Regular	
Cola	46.37
Flavored Cola	2.60
Juice Added	4.93
Lemon Lime	8.31
Orange	1.48
Ginger Ale	1.28
Grape	0.46
Root Beer	1.42
Pepper-type	3.22
Non-Carbonated	0.55
Other	2.74
Decaffeinated Cola	1.95
Decaffeinated Pepper-type	0.07
Sub-Total	75.37
Diet	
Cola	14.13
Flavored Cola	0.32
Juice Added	1.78
Lemon Lime	2.30
Orange	0.16
Ginger Ale	0.14
Grape	0.00
Root Beer	0.29
Pepper-type	0.52
Non-Carbonated	0.03
Other	0.27
Decaffeinated Cola	3.49
Decaffeinated Pepper-type	0.10
Sub-Total	23.51
Club Soda/Seltzer	1.03
Aseptics	.09
	100.0%

E. Vending

E.1 VENDING: (Percent of Total)

Packaged (% of Total Packaged)		16.8%
of which: Full Service	32.2%	
Other	67.8%	
	100.0%	
Bulk (% of Total Bulk)		3.4%
of which: Full Service	42.6%	
Other	57.4%	
	100.0%	
Total (% of Total Sales)		12.8%

E.2 VENDING: Flavor Information

Cola		63.2%
Regular	45.4%	
Diet	17.8%	
Lemon Lime		9.6%
Regular	6.8%	
Diet	2.8%	
Other		27.2%
Regular	22.8%	
Diet	4.4%	
		100.0%

VENDING INFORMATION

As part of NSDA research on distribution, bottlers are asked to approximate the percentage of product sold via vending machines. Data reported in 1986 showed that 12.8% of total bottler soft drink sales were vended. Table E.1 lists packaged and bulk vending estimates separated by the percentage of accounts which are full-service or other. The breakdown of flavors vended (Table E.2) remained relatively the same as that reported last year.

F. Sweeteners

F.1 HOW SOFT DRINKS ARE SWEETENED (%)

Beet/Cane Sugar	1.9%
HFCS	70.1%
Sugar + HFCS	3.6%
Aspartame	21.2%
Saccharin	0.7%
Aspartame + Saccharin	2.1%
Other Natural Sweeteners	<0.1%
Natural (no sweetener added)	<0.1%
Unsweetened	0.3%
	100.0%

F.2 SWEETENER USE (Quantities)

	(thousand lbs.)	(sweetener equivalent)
Beet/Cane Sugar	236,600	236,600
HFCS	6,715,400	6,715,400
Aspartame	9,557	1,911,400
Saccharin	672	201,600

SWEETENER USE

Since 1984 the Sales Survey has published sweetener data on the percentage and quantities of sweetener used in the soft drink industry. Again, in 1986, we asked bottlers to provide data on sweetener usage, combining these figures with data on bulk sales through independent distributors to derive both the percentage of soft drinks containing each particular sweetener (Table F.1) and quantities of sweetener used in the soft drink industry (Table F.2).

Two sweetener substitutes, aspartame and saccharin, are used in diet soft drinks. Quantities are derived by applying factors of sweetener used per ounce of soft drink. For instance, in diet mixes containing both saccharin and aspartame, the factors are 6 parts saccharin to 3 parts aspartame with a total sweetener of 9 mg. per fluid ounce, while aspartame requires 15 mg. per fluid ounce. Table F.2 lists in the first column the quantities of sweetener used in the soft drink industry for both diet and regular soft drinks. The second column includes the sweetener equivalents for each type of sweetener, converting the amount of sweetener used into the amount of sucrose or fructose that would be necessary to achieve the same level of sweetness. Beet/Cane Sugar and HFCS both have sweetener levels of "1", while Aspartame has a sweetener level of 180 to 200 (190 is used for the computation in Table F.2) and Saccharin has an even higher sweetener equivalent level of 300.

G. Distribution

G.1 DISTRIBUTION CHANNELS

Home Market	Packaged	Bulk	Total
Supermarkets	44.2%	2.2%	38.6%
Grocery Stores	13.5%	0.8%	11.8%
Drug Stores	3.6%	(1)	3.1%
Convenience Stores	10.4%	(1)	9.0%
Other Home Market	8.8%	0.9%	7.7%
Total Home Market	80.5%	3.9%	70.2%
On-Premise			
Restaurants Bars	2.2%	25.3%	5.2%
Fast Food	1.2%	32.9%	5.5%
Drug Stores	(1)	0.5%	0.1%
Convenience Stores	(1)	7.7%	1.0%
Amusement and Special Events	2.4%	10.9%	3.5%
Other On-Premise	13.7%	18.8%	14.5%
Total On-Premise	19.5%	96.1%	29.8%
Total by type	100.0%	100.0%	100.0%

(1) Explained in the last paragraph of this section.

G.2 DISTRIBUTION WITHIN CHANNELS

	Packaged	Bulk	Total
Supermarkets	99.2%	0.8%	100.0%
Grocery Stores	99.1%	0.9%	100.0%
Drug Stores	98.0%	2.0%	100.0%
Convenience Stores	89.7%	10.3%	100.0%
Other Home Market	98.5%	1.5%	100.0%
Restaurants Bars	34.2%	65.8%	100.0%
Fast Food	18.4%	81.6%	100.0%
Amusement and Special Events	58.4%	41.6%	100.0%
Other On-Premise	82.5%	17.5%	100.0%

DISTRIBUTION[1]

No dramatic variations of the distribution channels were reported in 1986 from those reported in 1985. Supermarkets remain the primary site for the distribution of Home Market sales, predominantely comprised of packaged products. Similarly, fast food establishments retained their status as the most common channel for the delivery of on-premise sales which are characteristically bulk. Home Market refers to soft drinks purchased and transported to another location prior to consumption. On-Premise refers to soft drinks consumed in the same location in which they are purchased. A specific channel distinction is made for both packaged and bulk in the drug and convenience store channels.

The footnote (1) refers to the problem of allocating drug and convenience store volume between on-premise and home market. Bottlers do not know how much is sold for which point of consumption. Much is likely consumed "in transit" by the purchaser or taken to the place of work. The decision was to allocate all bulk to on-premise, the most likely situation. Conversely, all of the packaged was assigned to the home market, here defined as "off-premise."

[1]Derived from survey of bottlers. Does not include syrup distribution by food brokers or others.

H. Delivery and Method of Sale

H.1 DELIVERY AND METHOD OF SALE (Packaged Goods)

Delivery and Method of Sale (Volume Basis)

	% of type	% of total	
Conventional Truck or Route Trailer Deliveries			81.6%
Which was sold by:			
Route Salesperson	62.4%	50.9%	
Advance Salesperson	34.6%	28.2%	
Tel-Sell	3.0%	2.5%	
Total	100.0%	81.6%	
Palletized Deliveries on Transport Vehicles (bulk delivery body)			18.4%
Which was sold by:			
Route Salesperson	5.2%	0.9%	
Advance Salesperson	84.1%	15.5%	
Tel-Sell	6.3%	1.2%	
Other	4.4%	0.8%	
Total	100.0%	18.4%	100.0%

H.2 DELIVERY, SIZE, AND FREQUENCY

Conventional Route Trucks:	
Average Stops per Truck per Day	23.8
Average Size Delivery (physical cases)	21.8
Palletized Deliveries:	
Average Stops per Truck per Day	6.9
Average Size Delivery (physical cases)	434.2

DELIVERY AND METHOD OF SALE

Tables H.1 and H.2 reveal data accumulated on the method of sale and the method of delivery of packaged soft drinks. According to the responses, 81.6% of packaged goods were delivered by conventional truck or route trailer. Specific data on the method of sale is delineated here in three categories: sales by route salesperson (i.e., driver sales), advance salesperson, or tel-sell. For example, 62.4% of goods delivered by conventional truck were sold directly on the route by the driver while 3.0% were sold by a tel-sell operator.

Bottlers reported 18.4% of all packaged goods sold in 1986 were delivered on pallets via transport vehicles. The vast majority of these (84.1) were advance sales.

Table H.3 presents data on cash versus credit sales. The turnover ratio also included here should be comparable to the figure derived by dividing item #1(c) by item L#2(a)(D) on a bottler's 1120 IRS tax form. Using this source, the ratio represents the end of the tax year.

H.3 CASH VERSUS CREDIT SALES

Cash		26.6%
Credit		73.4%
Turnover Ratio:	13.42	

I. Seasonality

I.1 SEASONALITY

	Physical Case Basis	Dollar Basis
Jan.	1.00	1.06
Feb.	1.00	1.34
Mar.	1.19	1.36
Apr.	1.24	1.32
May	1.39	1.44
June	1.46	1.44
July	1.39	1.43
Aug.	1.39	1.43
Sept.	1.26	1.18
Oct.	1.13	1.16
Nov.	1.08	1.00
Dec.	1.27	1.00

SEASONALITY

The two seasonality indices shown in Table I.1 are derived from different samples. Bottlers were asked to provide factors that represent the percentage of sales for either physical cases or dollars that could be applied to each month. The lowest month is indexed at 1.00. Because of the seasonal nature of soft drinks, the winter months are usually the lowest, as is January for physical cases. To illustrate the interpretation: June, on the physical case basis, is 1.47, which means that physical case sales were 47% greater for June than they were in January.

Sales volume and dollar volume indices have a propensity to fluctuate synchronously, however this correlation is not exact. In November and December, months that have traditionally been heavy promotional periods for bottlers, dollar growth climbs at a slower rate than does volume growth. Consequently, dollar based seasonality is considerably less than the corresponding index for volume at each year's end.

J. Vehicle Use and Vehicle Productivity

J.1 VEHICLES USED

	Percent of Total
Delivery Trucks	49.9
Transports	9.8
Vans, etc.	
Supervisors	16.0
Advance Salesperson	9.5
Service Department	14.8
Total	100.0%

J.2 VEHICLE PRODUCTIVITY

Method of Delivery and Sales	Cases per truck per year Standard	Physical
100% conventional delivery; 100% route sales	61,200	48,900
100% conventional delivery; 100% advanced sales	75,400	62,700
Per truck (counting all delivery and transports used for trade). For bottlers whose palletized deliveries via transport vehicles account for more than 25% of all trade deliveries	94,900	81,400

VEHICLE USE AND PRODUCTIVITY

Data appearing in Section J elaborates on the data reported earlier on delivery and method of sale. Table J.1 provides a percentage breakdown of the uses and types of vehicles employed by bottlers. Delivery trucks utilized in conventional deliveries account for nearly half (49.9%) of the vehicles used by bottlers. Transports, which are used for palletized deliveries and the transfer of product to distributors, comprise 9.8% of total vehicles. The remaining 40.3% of vehicles are used for the servicing, marketing and supervision of soft drink distribution and sales.

The first two categories in Table J.2 show per truck productivity for bottlers that have 100% conventional deliveries and 100% route or 100% advanced sales. The third category refers to bottlers that deliver over 25% of their product on pallets via transport. The cases per truck are provided in physical cases and in equivalent standard cases. As illustrated by Table J.2, productivity per truck is higher for bottlers that distribute a significant portion of deliveries by transports - 94,000 standard cases as opposed to 75,400 and 61,200 standard cases for bottlers that deliver 100% route or advance sales respectively by conventional truck. Note that the difference between deliveries of route sales and advanced sales is a function of the varying demand of driver time. Drivers who act as salesmen (i.e., in route sales), on average, require greater time servicing accounts, because they must both write and deliver orders at the store. On the contrary, in advanced sales, drivers strictly deliver product ordered prior to delivery.

K. Employee Productivity

K.1 EMPLOYEE PRODUCTIVITY AS A FUNCTION OF THE SALES TO PRODUCTION RATIO (Packaged Goods Only)

Sales/Production Ratios greater than 1.2	
Sales Dollars/Employee	$136,051
Sales Gallons/Employee	55,242
Standard 288 oz. Case/Employee	24,552
Physical Cases/Employee	20,675
Sales/Production Ratios in the range 1.2 or less and equal to or greater than 0.8	
Sales Dollars/Employee	$130,242
Sales Gallons/Employee	53,282
Standard 288 oz. Case/Employee	23,681
Physical Cases/Employee	19,928
Sales/Production Ratios less than 0.8	
Sales Dollars/Employee	$122,827
Sales Gallons/Employee	48,174
Standard 288 oz. Case/Employee	21,410
Physical Cases/Employee	17,582

EMPLOYEE PRODUCTIVITY

Section K expounds on the productivity data reported earlier by exploring the relationship between production and sales data. Data included here relates strictly to packaged goods. Four relationships are shown: Sales dollars per employee; Sales gallons per employee; Standard 288 ounce cases per employee; and Physical cases per employee. Total company volume was taken into account, i.e., forms with larger amounts of sales were given proportionally greater weight in the computation than those with lesser sales.

Productivity data was analyzed on a state-specific basis. Three production classifications were used to distinguish the relationship of production versus sales data: Scenario (1) in which the majority of production was performed out-of-state for in-state sales; Scenario (2) in which sales and production were matched; and Scenario (3) in which the majority of soft drinks were produced for out-of-state sales.

Comparing the tables in Section K, the greater the sales to production ratio, the higher the employee output. An explanation is the increased need for labor in production as opposed to sales and distribution. The more bottlers distribute in-state above what they produce, the greater the sales volume per employee.

L. Typical Responses

L.1 GROWTH PERCENTAGES

Volume Growth	4.24%
Sales Dollar Growth	5.83%
Employment Growth	1.02%

L.2 PACKAGE MIX

Refillable Glass	13.50%
One-Way Glass	11.38%
Plastic	29.50%
Cans	45.62%

L.3 FLAVORS (Packaged and Bulk Combined)

Cola	64.33%
Lemon Lime	11.97%
Other	23.70%

L.4 PRODUCTIVITY

Sales Volume/Employee	61,190 gallons (27,190 standard 288 oz. cases)
Sales Dollars/Employee	$142,510
Growth Sales Volume/Employee	5.79%
Growth Sales Dollars/Employee	5.20%

L.5 SALES

Sales Volume	16,081,000 gallons (7,462,596 standard 288 oz. cases)
Sales Dollars	$32,419,000

TYPICAL RESPONSE AND INDUSTRY AVERAGES DIFFER

All data presented in the earlier sections of this report represent industry averages. In deriving those averages each response was given a weight in proportion to its sales volume. In this section each response is given an equal weight, i.e., a weight of one regardless of the amount of sales volume reported.

REGIONAL DATA

Northeastern Region

Connecticut
Delaware
District of Columbia
Maine
Maryland
Massachusetts
New Hampshire
New Jersey
New York
Pennsylvania
Rhode Island
Vermont

East Central Region

Illinois
Indiana
Kentucky
Michigan
Ohio
West Virginia
Wisconsin

West Central Region

Iowa
Kansas
Minnesota
Missouri
Nebraska
North Dakota
South Dakota

Southern Region

Alabama
Arkansas
Florida
Georgia
Louisiana
Mississippi
North Carolina
South Carolina
Tennessee
Virginia

Western Region

Colorado
Idaho
Montana
Nevada
Utah
Wyoming

Pacific Region

Alaska
California
Hawaii
Oregon
Washington

Southwestern Region

Arizona
New Mexico
Oklahoma
Texas

Regional Summary Data

CHANGE FROM PREVIOUS YEAR (ALL FIGURES IN PERCENT)

	Northeastern	Southern	East Central	West Central	Southwestern	Western	Pacific
Total Volume	6.17	8.08	4.45	5.22	1.99	5.54	9.18
Packaged Volume	6.31	8.63	4.70	5.78	0.41	3.75	8.98
Bulk Volume	4.76	4.10	3.14	2.54	9.79	11.77	10.06
Total Dollar Value	5.86	9.72	7.81	4.81	3.13	8.29	9.23
Packaged Dollar Value	5.91	9.72	7.96	4.96	2.39	7.66	9.06
Bulk Dollar Value	4.85	10.01	6.56	3.05	13.63	16.33	11.38
Employment	−12.45	1.71	1.56	−8.53	−5.53	0.76	5.55

[1]Regional data are more affected by sample size variation and differences in respondents between the two years necessary for the calculation of growth rates than is the case with the national data. Regional data are for the bottler portion of the market only.

MARKET SHARES (ALL FIGURES IN PERCENT)(VOLUME BASIS)

	Northeastern	Southern	East Central	West Central	Southwestern	Western	Pacific
1. Market Share By Market Type							
Packaged	90.3	88.1	86.6	81.1	83.0	77.2	81.9
Bulk	9.7	11.9	13.4	18.9	17.0	22.8	18.1
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
2. Bulk							
Pre-Mix	11.3	15.5	9.7	14.4	8.6	6.5	5.3
Post-Mix	88.7	84.5	90.3	85.6	91.4	93.5	94.7
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
3. Packaged							
Refillable Glass	2.1	11.6	36.2	15.8	3.5	2.3	5.8
One-Way Glass	13.3	12.7	5.2	9.2	14.1	19.3	10.5
Plastics	48.2	35.4	23.2	20.4	25.7	12.5	19.5
Cans	36.4	40.2	35.2	54.6	56.7	65.9	64.1
Aseptics	0.0	0.1	0.2	0.0	0.0	0.0	0.1
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
4. Refillable Glass							
6-12 oz.	10.6	22.6	1.3	11.1	35.4	13.6	2.1
16 oz./½ liter	74.3	66.5	98.0	85.6	9.2	84.7	90.4
24-32 oz.	15.1	10.9	0.7	3.3	55.4	1.7	7.5
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
5. One-Way Glass							
6-12 oz.	9.6	21.4	10.6	11.1	[illegible]0.3	11.3	14.2
16 oz./½ liter	88.5	76.4	87.1	86.5	87.7	79.9	77.9
24-32 oz.	1.9	2.2	2.3	2.4	2.0	8.8	7.9
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
6. Plastic							
½ liter	7.4	9.7	2.7	1.2	3.1	0.6	4.4
1 liter	9.9	0.8	2.0	3.3	0.5	2.0	6.4
2 liter	77.4	77.6	93.0	93.3	77.8	97.4	88.5
3 liter and larger	5.3	11.9	2.3	2.2	18.6	0.0	0.7
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
7. Cans							
Aluminum	94.3	97.8	95.2	77.7	78.7	100.0	100.0
Bi-Metal	5.7	2.2	4.8	22.3	21.3	0.0	0.0
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
8. Package Growth							
Refillable Glass	-49.5	-19.7	-6.7	-17.2	-37.9	-68.3	-5.7
One-Way Glass	-19.7	-6.7	-9.6	14.1	-1.2	43.3	-23.7
Plastics	20.5	12.0	30.7	23.5	10.3	-7.4	59.6
Can	6.3	14.3	9.2	34.0	9.8	9.0	2.5
9. Packaged & Bulk Flavor Type							
Regular	70.06	79.89	72.88	69.77	78.07	75.21	72.59
Regular Decaffeinated	2.45	1.08	2.76	1.54	1.03	2.11	1.15
Total Regular	72.51	80.97	75.64	71.31	79.10	77.32	73.74
Diet	20.87	16.55	20.21	23.75	18.25	18.94	21.49
Diet Decaffeinated	3.95	2.18	3.53	3.64	2.49	2.10	3.31
Total Diet	24.82	18.73	23.74	27.39	20.74	21.04	24.80
Waters	2.63	0.20	0.43	1.27	0.16	1.61	1.36
Aseptics	0.04	0.10	0.19	0.03	0.00	0.03	0.10
Total	100.00	100.00	100.00	100.00	100.00	100.00	100.00
10. Packaged Flavor Type							
Regular	68.88	78.69	71.42	67.20	75.94	71.73	69.88
Regular Decaffeinated	2.56	1.18	2.98	1.88	1.21	2.39	1.35
Total Regular	71.44	79.87	74.40	69.08	77.15	74.12	71.23
Diet	21.39	17.33	20.83	25.11	19.68	21.14	23.02
Diet Decaffeinated	4.34	2.49	4.09	4.45	3.00	2.68	4.00
Total Diet	25.73	19.82	24.92	29.56	22.68	23.82	27.02
Waters	2.78	0.20	0.47	1.32	0.17	2.03	1.62
Aseptics	0.05	0.11	0.21	0.04	0.00	0.03	0.13
Total	100.00	100.00	100.00	100.00	100.00	100.00	100.00
11. Bulk Flavor Type							
Regular	80.92	87.95	82.19	80.80	88.31	87.01	84.81
Regular Decaffeinated	1.29	0.42	1.24	0.04	0.17	1.18	0.22
Total Regular	18.21	88.37	83.43	80.84	88.48	88.19	85.03
Diet	16.08	11.31	16.26	17.88	11.36	11.48	14.58
Diet Decaffeinated	0.48	0.11	0.16	0.21	0.02	0.15	0.18
Total Diet	16.56	11.42	16.42	18.09	11.38	11.63	14.76
Waters	1.23	0.21	0.15	1.07	0.14	0.18	0.21
Total	100.00	100.00	100.00	100.00	100.00	100.00	100.00

MARKET SHARES (ALL FIGURES IN PERCENT)(VOLUME BASIS)

	Northeastern Region			Southern Region			East Central Region		
	Packaged	Bulk	Total	Packaged	Bulk	Total	Packaged	Bulk	Total
12. Flavor									
Cola	67.82	74.60	68.53	75.22	69.40	74.45	68.43	69.40	68.55
Lemon Lime	10.18	10.10	10.17	9.64	12.40	10.00	12.09	13.60	12.29
Waters	2.78	1.20	2.63	0.20	0.20	0.20	0.47	0.10	0.43
Aseptics	0.05	0.00	0.04	0.11	0.00	0.10	0.21	0.00	0.19
Other	19.17	14.10	18.63	14.83	18.00	15.25	18.80	16.90	18.54
Total	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
13. Beverage Type									
Regular	71.47	82.20	72.52	79.95	88.40	81.05	74.55	83.50	75.76
Diet	25.75	16.60	24.85	19.85	11.40	18.75	24.98	16.40	23.81
Waters	2.78	1.20	2.63	0.20	0.20	0.20	0.47	0.10	0.43
Total	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
14. Regular									
Cola	66.92	71.30	67.41	73.93	65.70	72.77	67.01	64.00	66.56
Lemon Lime	10.66	11.80	10.79	9.88	14.00	10.46	12.82	15.90	13.28
Other	22.42	16.90	21.80	16.19	20.30	16.77	20.17	20.10	20.16
Total	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
15. Diet									
Cola	77.78	96.60	79.00	81.57	98.40	82.91	74.50	97.30	76.64
Lemon Lime	9.95	2.20	9.45	8.81	0.90	8.18	10.24	2.10	9.48
Other	12.27	1.20	11.55	9.62	0.70	8.91	15.26	0.60	13.88
Total	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
16. Cola									
Regular	70.49	78.60	71.35	78.50	83.80	79.14	72.86	77.00	73.43
Diet	29.51	21.40	28.65	21.50	16.20	20.86	27.14	23.00	26.57
Total	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
17. Lemon Lime									
Regular	74.83	96.30	76.92	81.87	99.20	84.67	78.89	97.50	81.68
Diet	25.17	3.70	23.08	18.13	0.80	15.33	21.11	2.50	18.32
Total	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
18. Regular Cola									
Regular	94.66	98.00	95.04	98.14	99.80	98.35	94.03	97.70	94.55
Decaffeinated	5.34	2.00	4.96	1.86	0.20	1.65	5.97	2.30	5.45
Total	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
19. Diet Cola									
Regular	78.30	97.00	79.80	84.86	99.00	86.19	77.98	99.00	80.49
Decaffeinated	21.70	3.00	20.20	15.14	1.00	13.81	22.02	1.00	19.51
Total	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
20. Seasonality Index	**Physical Case Basis**	**Standard Case Basis**	**Dollar Basis**	**Physical Case Basis**	**Standard Case Basis**	**Dollar Basis**	**Physical Case Basis**	**Standard Case Basis**	**Dollar Basis**
Jan.	1.12	*	*	1.00	*	1.00	1.00	*	1.00
Feb.	1.00	*	*	1.05	*	1.30	1.03	*	1.40
Mar.	1.19	*	*	1.19	*	1.50	1.16	*	1.35
Apr.	1.36	*	*	1.26	*	1.38	1.16	*	1.19
May	1.59	*	*	1.50	*	1.46	1.27	*	1.40
June	1.63	*	*	1.52	*	1.46	1.27	*	1.40
July	1.67	*	*	1.43	*	1.51	1.30	*	1.31
Aug.	1.50	*	*	1.45	*	1.51	1.25	*	1.31
Sept.	1.30	*	*	1.30	*	1.25	1.30	*	1.15
Oct.	1.34	*	*	1.24	*	1.27	1.06	*	1.18
Nov.	1.18	*	*	1.18	*	1.05	1.05	*	1.04
Dec.	1.54	*	*	1.30	*	1.17	1.25	*	1.07

*Not Reported

MARKET SHARES (ALL FIGURES IN PERCENT)(VOLUME BASIS)

West Central Region			Southwestern Region			Western Region			Pacific Region		
Packaged	Bulk	Total	Packaged	Bulk	Total	Packaged	Bulk	Total	Packaged	Bulk	Total
69.40	67.40	69.03	68.38	64.50	67.71	57.56	68.80	60.11	65.30	65.60	65.37
12.02	12.40	12.09	8.72	10.40	9.01	18.88	14.40	17.87	14.18	13.80	14.11
1.32	1.10	1.27	0.17	0.10	0.16	2.03	0.20	1.61	1.62	0.20	1.36
0.04	0.00	0.03	0.00	0.00	0.00	0.03	0.00	0.03	0.13	0.00	0.10
17.22	19.10	17.58	22.73	25.00	23.12	21.50	16.60	20.38	18.77	20.40	19.06
100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
69.11	80.80	71.33	77.15	88.50	79.11	74.11	88.20	77.34	71.33	85.00	73.81
29.57	18.10	27.40	22.68	11.40	20.73	23.83	11.60	21.05	27.05	14.80	24.82
1.32	1.10	1.27	0.17	0.10	0.16	2.03	0.20	1.61	1.62	0.20	1.37
100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
66.10	63.10	65.47	67.44	60.80	66.16	57.24	65.30	59.33	63.04	60.20	62.44
13.65	15.00	13.94	9.31	11.40	9.71	19.57	15.90	18.62	15.49	15.90	15.58
20.25	21.90	20.59	23.25	27.80	24.13	23.19	18.80	22.05	21.47	23.90	21.98
100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
80.31	90.30	81.56	72.09	93.70	74.14	63.54	96.50	67.69	75.49	98.00	77.92
8.75	1.60	7.85	6.77	2.80	6.39	18.37	3.40	16.48	11.64	1.90	10.58
10.94	8.10	10.59	21.14	3.50	19.47	18.09	0.10	15.83	12.87	0.10	11.50
100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
65.79	75.80	67.63	76.09	83.50	77.30	73.71	83.70	76.31	68.77	78.00	70.44
34.21	24.20	32.37	23.91	16.50	22.70	26.29	16.30	23.69	31.23	22.00	29.56
100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
78.48	97.70	82.22	82.40	96.90	85.28	76.83	97.30	80.59	77.83	98.00	81.40
21.52	2.30	17.78	17.60	3.10	14.72	23.17	2.70	19.41	22.17	2.00	18.60
100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
96.66	99.90	97.34	98.05	99.70	98.34	94.37	98.30	95.50	96.99	99.60	97.52
3.34	0.10	2.66	1.95	0.30	1.66	5.63	1.70	4.50	3.01	0.40	2.48
100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
81.67	98.70	84.03	84.44	99.80	86.28	82.50	98.80	85.42	81.06	98.80	83.47
18.33	1.30	15.97	15.56	0.20	13.72	17.50	1.20	14.58	18.94	1.20	16.53
100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00

Physical Case Basis	Standard Case Basis	Dollar Basis	Physical Case Basis	Standard Case Basis	Dollar Basis	Physical Case Basis	Standard Case Basis	Dollar Basis	Physical Case Basis	Standard Case Basis	Dollar Basis
1.11	1.02	*	1.00	*	1.36	1.08	*	*	1.01	*	1.20
1.00	1.04	*	1.01	*	1.43	1.00	*	*	1.00	*	1.60
1.18	1.13	*	1.25	*	1.40	1.28	*	*	1.33	*	1.60
1.31	1.37	*	1.20	*	1.50	1.33	*	*	1.30	*	1.70
1.40	1.29	*	1.36	*	1.50	1.55	*	*	1.48	*	1.90
1.59	1.29	*	1.51	*	1.50	1.53	*	*	1.63	*	1.90
1.51	1.47	*	1.28	*	1.62	1.65	*	*	1.46	*	1.80
1.60	1.47	*	1.41	*	1.62	1.63	*	*	1.57	*	1.80
1.16	1.27	*	1.20	*	1.15	1.22	*	*	1.45	*	1.60
1.17	1.17	*	1.06	*	1.29	1.23	*	*	1.20	*	1.20
1.12	1.18	*	1.01	*	1.12	1.19	*	*	1.16	*	1.03
1.28	1.00	*	1.18	*	1.00	1.40	*	*	1.46	*	1.00

*Not Reported

MARKET SHARES (ALL FIGURES IN PERCENT)(VOLUME BASIS)

	Northeastern	Southern	East Central	West Central	Southwestern	Western	Pacific
21. FLAVOR SUMMARY							
Regular							
Cola	43.46	56.12	43.42	40.43	48.92	38.33	40.37
Flavored Cola	1.81	1.81	4.17	3.71	2.10	1.70	3.17
Juice Added	5.40	2.79	2.31	1.93	4.75	5.12	6.26
Lemon Lime	7.61	7.89	10.04	9.43	7.18	14.50	11.04
Orange	2.04	1.65	1.31	1.61	0.71	0.99	1.44
Ginger Ale	2.84	0.71	1.78	0.58	0.49	1.43	0.67
Grape	0.83	0.62	0.31	0.33	0.53	0.26	0.29
Root Beer	1.18	0.99	1.46	2.04	1.58	2.71	1.78
Pepper-type	1.11	3.88	1.54	2.50	8.35	1.85	2.64
Non-Carbonated	1.07	0.29	0.33	0.14	0.20	1.01	1.10
Other	1.53	1.92	6.19	4.50	1.13	3.80	1.10
Decaffeinated Cola	2.55	1.10	2.74	1.52	1.02	2.39	1.35
Decaffeinated Pepper-type	0.01	0.08	0.00	0.36	0.19	0.00	0.00
Sub-Total	71.44	79.85	75.60	69.08	77.15	74.09	71.21
Diet							
Cola	15.16	13.64	14.53	18.44	13.35	12.08	16.28
Flavored Cola	0.51	0.09	0.16	0.95	0.47	0.45	0.25
Juice Added	1.92	0.85	1.49	1.48	2.75	2.37	2.12
Lemon Lime	2.56	1.75	2.25	2.59	1.53	4.37	3.14
Orange	0.13	0.09	0.24	0.20	0.04	0.11	0.07
Ginger Ale	0.29	0.05	0.28	0.11	0.03	0.26	0.04
Grape	0.02	0.00	0.00	0.00	0.00	0.00	0.00
Root Beer	0.15	0.13	0.41	0.45	0.25	0.53	0.44
Pepper-type	0.39	0.50	0.31	0.47	1.16	0.36	0.47
Non-Carbonated	0.10	0.00	0.00	0.03	0.00	0.01	0.04
Other	0.15	0.25	0.56	0.40	0.10	0.63	0.16
Decaffeinated Cola	4.34	2.45	3.55	4.35	2.54	2.65	3.86
Decaffeinated Pepper-type	0.01	0.04	0.00	0.09	0.46	0.03	0.17
Sub-Total	25.73	19.84	23.78	29.56	22.68	23.85	27.04
Club Soda/Seltzer	2.78	0.20	0.43	1.32	0.17	2.03	1.62
Aseptics	0.05	0.11	0.19	0.04	0.00	0.03	0.13
Total	100.00	100.00	100.00	100.00	100.00	100.00	100.00

MARKET SHARES (ALL FIGURES IN PERCENT)(VOLUME BASIS)

	Northeastern Region		Southern Region		East Central Region	
	Packaged	Bulk	Packaged	Bulk	Packaged	Bulk
22. Distribution						
Supermarkets	38.95	0.03	32.19	0.08	38.68	0.18
Grocery Stores	20.97	0.03	12.26	0.04	12.26	0.12
Drug Stores	2.45	0.01	4.19	0.08	2.93	0.15
Convenience Stores	6.64	0.39	11.53	0.79	7.90	0.53
Other Home Pkg Outlets	6.27	0.21	7.54	0.02	8.06	0.12
Amusements	2.77	0.56	2.01	1.26	2.01	1.63
Restaurants/Bars	3.36	2.27	1.68	3.04	1.79	2.54
Fast Food	0.72	1.29	1.26	4.68	1.31	4.32
Other On-Premise	11.44	1.64	14.61	2.74	13.38	2.09
Total	93.57	6.43	87.27	12.73	88.32	11.68

	West Central Region		Southwestern Region	
	Packaged	Bulk	Packaged	Bulk
22. Distribution (cont.)				
Supermarkets	38.48	2.67	41.25	0.41
Grocery Stores	9.39	0.57	4.91	0.04
Drug Stores	1.15	0.08	2.97	0.01
Convenience Stores	7.51	2.14	12.46	1.75
Other Home Pkg Outlets	2.75	0.30	4.75	0.04
Amusements	5.77	1.04	1.20	2.07
Restaurants/Bars	2.63	5.06	0.72	4.53
Fast Food	2.50	6.60	0.64	3.94
Other On-Premise	8.53	2.83	17.31	1.00
Total	78.71	21.29	86.21	13.79

	Western Region		Pacific Region	
	Packaged	Bulk	Packaged	Bulk
22. Distribution (cont.)				
Supermarkets	35.36	0.23	40.85	0.06
Grocery Stores	10.98	0.05	7.60	0.09
Drug Stores	3.77	0.06	3.74	0.00
Convenience Stores	11.86	5.61	7.10	1.23
Other Home Pkg Outlets	10.19	0.20	12.01	0.13
Amusements	0.86	4.29	1.40	1.73
Restaurants/Bars	0.46	3.82	0.64	4.92
Fast Food	0.13	6.54	0.46	6.16
Other On-Premise	4.07	1.52	6.42	5.46
Total	77.68	22.32	80.22	19.78

MARKET SHARES (ALL FIGURES IN PERCENT)(UNIT BASIS)

	Northeastern	Southern	East Central	West Central	Southwestern	Western	Pacific
23. Market Share By Market Type							
Packaged	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Bulk	N/A	N/A	N/A	N/A	N/A	N/A	N/A
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
24. Bulk							
Pre-Mix	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Post-Mix	N/A	N/A	N/A	N/A	N/A	N/A	N/A
	N/A	N/A	N/A	N/A	N/A	N/A	N/A
25. Packaged							
Refillable Glass	2.5	12.5	38.0	15.8	3.5	2.2	5.3
One-Way Glass	17.4	14.5	5.9	9.2	14.6	17.2	10.1
Plastics	18.8	10.3	6.3	4.9	6.1	2.7	5.2
Cans	61.3	53.0	49.2	69.4	75.8	77.9	79.4
Aseptics	0.0	9.7	0.5	0.6	0.0	0.0	0.0
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
26. Refillable Glass							
6-12 oz.	17.5	34.8	2.2	16.9	61.3	20.4	3.4
16 oz./½ liter	75.1	60.2	97.5	81.3	11.4	78.8	92.4
24-32 oz.	7.4	5.0	0.3	1.8	27.3	0.8	4.2
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
27. One-Way Glass							
6-12 oz.	14.8	33.3	18.0	16.8	16.1	18.3	22.2
16 oz./½ liter	84.3	65.7	80.8	82.1	83.0	77.6	73.6
24-32 oz.	0.9	1.0	1.3	1.1	0.9	4.1	4.2
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
28. Plastic							
½ liter	23.0	30.9	10.1	4.7	12.4	2.2	15.5
1 liter	15.2	1.3	3.6	6.2	1.1	3.8	10.6
2 liter	59.1	62.0	84.9	87.7	74.2	93.9	73.6
3 liter and larger	2.7	5.8	1.4	1.4	12.3	0.0	0.3
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
29. Cans							
Aluminum	94.3	97.8	95.2	77.7	78.7	100.0	100.0
Bi-Metal	5.7	2.2	4.8	22.3	21.3	0.0	0.0
	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Estimated Annual Production and Consumption of Soft Drinks

The historical figures on annual production and consumption reported in this year's Sales Survey (see table on next page) have been revised back through 1975. As explained earlier, upon review of information revealed by public disclosure of acquisition activity and data published by the U.S. Bureau of the Census on container production, it was clear that an adjustment to the previously published NSDA total volume sales figures was necessary.

A new baseline has been established for 1986 which is ten percent lower than the figures published in 1985. The figures on volume, wholesales sales dollars and per capita consumption were recalculated taking into account both absolute value and annual percentage changes. Annual percentage changes retained the same proportions.

Per capita consumption is calculated based on the mid-year resident population figure reported by the Census Bureau. 1986 Mid-year Resident Population was 240,881,000. On recalculating the per capitas, it was discovered that, during earlier surveys, final year population figures were used rather than the mid-year figures used at present. This year's per capita figures were adjusted to reflect both the change in volume and the correct mid-year population figures.

For the purposes of this report, soft drink sales for the industry as a whole are expressed in cases of 24 twelve-ounce containers. Sales value is explicitly requested from the respondents as "net of volume discounts and price offs."

Estimated Annual Production and Consumption of Soft Drinks

Year	Total Value $ (Wholesale)	Total Cases (288 ounce)	Per capita (12 oz. containers)
1986	21,333,499,000 (see note)	4,581,854,000	456.5
1985	19,990,816,000 (see note)	4,353,053,000	437.6
1984	18,896,814,000 (see note)	4,178,400,000	424.6
1983	17,427,168,000 (see note)	3,911,800,000	401.2
1982	16,530,836,000 (see note)	3,748,500,000	388.1
1981	15,834,240,000 (see note)	3,665,333,000	383.2
1980	15,106,203,000 (see note)	3,552,333,000	375.2
1979	13,362,174,000 (see note)	3,432,800,000	366.9
1978	12,312,884,000 (see note)	3,296,600,000	356.2
1977	10,045,622,000 (see note)	3,107,066,000	339.3
1976	9,965,032,000 (see note)	2,875,933,000	317.2
1975	8,986,608,000 (see note)	2,610,500,000	290.8
1974	7,827,131,000	2,532,007,300	283.0
1973	6,223,156,500	2,514,406,700	284.0
1972	5,683,820,000	2,360,944,700	269.0
1971	5,346,960,000	2,235,743,300	258.0
1970	4,799,784,000	2,064,423,300	241.0
1969	4,369,664,000	1,942,073,300	229.6
1968	4,165,552,000	1,851,356,700	221.1
1967	3,458,632,000	1,646,968,000	198.7
1966	3,175,980,000	1,568,391,300	191.3
1965	2,735,567,000	1,402,854,700	172.7
1964	2,533,167,000	1,299,060,000	161.9
1963	2,341,189,000	1,200,601,000	151.6
1962	2,001,016,800	1,111,676,000	142.3
1961	1,829,083,200	1,016,157,300	132.2
1960	1,698,025,600	984,362,700	128.0
1959	1,633,015,900	989,706,700	133.2
1958	1,427,463,500	906,326,000	124.3
1957	1,347,241,500	907,233,300	126.1
1956	1,308,000,000	880,809,300	125.9
1955	1,252,276,000	843,283,300	122.8
1954	1,166,605,000	784,449,300	116.1
1953	1,089,513,000	785,234,700	118.3
1952	1,019,295,000	755,033,300	116.0
1951	939,442,500	695,833,300	108.5
1950	876,532,600	667,834,300	105.3
1949	860,959,300	675,262,200	108.0
1948	835,157,300	673,242,500	109.6
1947	745,676,000	601,109,300	100.6
1946	617,168,600	514,307,200	86.2
1945	584,994,000	487,495,000	88.6
1939	361,690,917	321,997,120	59.1
1929	214,322,238	181,618,990	35.4
1919	135,341,000	112,784,100	25.6
1909	43,508,000	41,436,200	10.8
1899	23,269,000	28,854,450	8.1
1889	14,354,000	17,398,800	6.6
1879	4,742,000	6,322,700	3.0
1869	4,222,000	5,629,300	4.3
1859	1,415,000	1,886,700	1.5
1849	760,000	1,013,300	1.1

NOTE: Please refer to previous page for explanations.

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Staff Contacts on Survey:

Ellen M. Mouiton, Industry Analyst
Economics and Finance
Washington, D.C.

Kenneth A. Fried, Financial Analyst
Manager, Economics and Finance
Washington, D.C.

Jennifer W. Lee, Research Assistant
Economics and Finance
Washington, D.C.

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NATIONAL SOFT DRINK ASSOCIATION 1101 SIXTEENTH STREET NORTHWEST • WASHINGTON, D.C. 20036 • (202) 463-6732